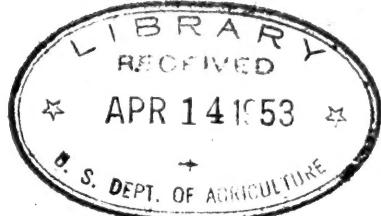


U. S. Dept. of Agric.
Extension Service
Washington 25, D. C.



I. PRINCIPLES AND PROCEDURES FOR USING AND AUTHORIZING THE USE OF THE 4-H CLUB NAME AND EMBLEM.

This statement of policy is for the guidance of representatives of the Extension Service and its cooperators, and for the use of such persons as an aid to interpreting Sec. 707 of the Act of June 25, 1948, U. S. 75th Congress, which is an act controlling the use of the 4-H Club name and emblem.

The Cooperative Extension Service, of which the 4-H Club work is a part, invites and appreciates the cooperation of all organizations, agencies, and individuals whose interest, integrity, products or services will contribute to the education and well being of 4-H Club members and the 4-H Club movement.

A. BASIC PREMISES.

1. The 4-H Club name and emblem are public property held in trust by the Secretary of Agriculture of the United States Department of Agriculture for the educational and character building purposes of the 4-H Club program and can be used only as authorized by the Secretary.

2. The 4-H Club name and emblem may be used by employees of the United States Department of Agriculture, the Land Grant Colleges, and the Cooperative Extension Service in accordance with the principles and procedures of this statement of policy for serving the educational needs and interests of boys and girls as authorized and prescribed in subsection 1 of Section C. Other uses are forbidden by the Act cited above, except as specified in Subsection 4 of Sec. I, B; Subsection 2 of Section I, C; and Section III, A. 1.

B. GUIDING PRINCIPLES FOR AUTHORIZED USE.

1. All authorization permits for the use of the 4-H Club name and emblem are hereby rescinded except the authorizations granted by Section C and Section III, A. 1. of this title and all other present permit holders must re-apply for authorization to use said name and emblem.

2. The Secretary of Agriculture may, in his discretion, grant authorization for the use of the 4-H Club name and/or emblem:

- (a) For an educational, informational or promotional use which the Cooperative Extension Service deems to be in the best interests of the 4-H Clubs and in a manner that can be properly controlled by the Cooperative Extension Service.

(b) For a service to youth which the Cooperative Extension Service deems it is not in a position itself to perform.

3. Granting an authorization to an individual, organization or institution for a specific use does not preclude granting a similar authorization to another individual, organization or institution for the same or a similar purpose.

4. Permission is not required to use the 4-H Club name or emblem in news media such as newspapers, periodicals, and radio and television programs when such use is solely for an educational, or informational purpose or is prepared or presented in cooperation with the Extension Service.

5. Authorization must be obtained for the use of the 4-H Club name or emblem in radio and television programs (except as set forth above).

6. Authorization must be obtained for the use of the 4-H name or emblem for use by other than representatives of the Cooperative Extension Service in connection with contests and awards; supplies to be sold; books, booklets, charts, posters and similar printed materials; all calendars regardless of use; theatrical and non-theatrical motion pictures; slide films and other visual materials; titles of persons and advertisements (except those which are designed specifically to salute or pay tribute to the 4-H Clubs).

7. Any use of the 4-H Club name or emblem shall be consistent with the educational, character-building objectives and dignity of the 4-H organization, and the emblem shall be given a position of prominence. It is not proper to superimpose any lettering, design or object on the 4-H Club emblem, or to materially alter its intended shape or significance.

8. All officials, leaders and cooperators in 4-H Club work shall be guided by the foregoing principles and the spirit of this statement and any unethical or unauthorized use of the 4-H Club name or emblem should be reported to the Director of Extension Work, United States Department of Agriculture, Washington 25, D. C.

9. Any authorization or permission for the use of the 4-H Club name or emblem may be revoked with notice at any time in the event that:

(a) The use authorized is no longer deemed necessary or desirable for the educational program of the Cooperative Extension Service.

(b) The use is not in keeping with the terms of the permission or authorization.

(c) There is violation of the spirit of these principles.

C. AUTHORIZATION FOR CONTINUED USE.

1. The Land Grant Colleges, the Extension Services and local 4-H Clubs chartered by the Secretary of Agriculture and the Cooperative Extension Service, are authorized to use the 4-H Club name and/or emblem for their own educational, informational or promotional purposes as set forth in the foregoing principles on materials which are originated, requested, or purchased by them. The Land Grant Colleges, County Extension Services and local 4-H Clubs may only authorize, create, and/or purchase these 4-H materials for their own use and are not permitted to authorize manufacturers, wholesalers, purchasers, retailers, or others to manufacture, sell or distribute materials bearing the 4-H Club name and/or emblem for other uses or for re-sale.

- (a) Distribution of materials using the 4-H Club name and/or emblem prepared by others in cooperation with and for the use of Land Grant Colleges or State Extension Services is limited to the boundaries of their respective states.
- (b) Distribution of materials prepared by others in cooperation with or for the use of a County Extension Service is limited in distribution to the boundaries of that respective county.
- (c) Any plans for interstate distribution must be authorized by the Secretary of Agriculture.

2. The National Committee on Boys and Girls Club Work and The National 4-H Club Foundation of America, Inc., organized and conducted on a non-profit basis to provide needed facilities, services or supplies which the Cooperative Extension Service can not conveniently provide for itself, are granted authority by the Secretary of Agriculture to use the 4-H Club name or emblem in accordance with the foregoing principles. The National Committee on Boys and Girls Club Work shall be, to the maximum degree possible, the source of supplies for 4-H Club work except where they are not in position to handle a particular item. The National 4-H Club Foundation of America, Inc. shall be, to the maximum degree possible, the coordinating and service agency with respect to 4-H Club calendars.

Issued by authority vested in me by virtue of Sec. 707 of the Act of June 25, 1948.

II. SUPPLEMENTAL GUIDING PRINCIPLES FOR SUPPORT OF THE 4-H CLUBS THROUGH ADVERTISEMENTS, NEWS RELEASES, RADIO, TELEVISION PROGRAMS, FILMS, PUBLICATIONS, ETC.

Appreciation is expressed for the cooperation of individuals and agencies wishing to salute, pay tribute to or help interpret the educational objectives and activities of the 4-H Clubs to the general public, through various publications, news, radio and visual means.

In order to maximize the results from such efforts, the following principles are set forth as a guide to such use:

1. Any use of the 4-H Club name or emblem shall be consistent with the educational, character building objectives and dignity of 4-H Club work and the 4-H emblem when used shall be given a position of prominence and shall not be altered from its standard form.

2. Advertisements or public releases in any form must not include actual or implied testimonials or endorsements of business firms, their products or services, either by 4-H Clubs, 4-H members, volunteer 4-H leaders, the Cooperative Extension Service or its employees. Statements that a product is used or preferred to the exclusion of similar products are not permitted.

3. In any advertisements, radio or television program devoted in whole or in part to the 4-H Clubs, the 4-H message or salute must be so placed as to be distinctively set apart from the rest of the advertisement or the commercial message on the radio or television program.

4. The granting of the authorization for the production of films, publications, etc., using the 4-H Club name or emblem is contingent upon approval of the script of the film or draft of the publication by the Secretary of Agriculture when the product is in its final working draft form.

5. The statement of principles contained in Section I and II hereof apply to all of these agencies of informational dissemination.

III. SUPPLEMENTAL PROCEDURE AND STANDARDS FOR CALENDARS BEARING 4-H CLUB NAME AND/OR EMBLEM.

The growing public interest in 4-H Club work has lead to the appearance of a number of calendars bearing the 4-H Club name or emblem. So that these calendars will more effectively emphasize the idealism, philosophy and educational interests of the 4-H Clubs the following statement of procedures and standards will be applied:

A. PROCEDURE

1. All authorizations for use of the 4-H Club name or emblem on calendars are revoked as provided in Section I, B. 1. except those authorizations for calendars now in production for 1954 and 1955. Samples of proofs of copies and art work for 1954 and 1955 calendars shall be submitted for review to the Director of Extension Work, United States Department of Agriculture, Washington 25, D. C. Also, the sale and distribution policy for these 1954 and 1955 calendars shall be submitted for approval and both must conform to the standards set forth in this section.

2. All organizations wishing to manufacture and merchandise calendars bearing the 4-H Club name or emblem shall submit to the Director of Extension Work, United States Department of Agriculture, the following specific materials and any supplementary information or materials which will help to provide complete information regarding the product and sales plan:

- (a) Application for authorization to use the 4-H Club name or emblem.

Forms may be obtained upon written request to the Director of Extension Work, United States Department of Agriculture, Washington 25, D. C.

- (b) Samples (actual or dummy) of the various types of calendars bearing the 4-H Club name or emblem which the manufacturer wishes to produce, including complete specifications as to size, art, color, paper stock, copy, etc.

- (c) A statement on sales and distribution plan including prices in various quantities, number of salesmen employed or to be employed, extent of sales coverage, means of distribution to users, etc.

3. Notification of the grant of an authorization for the use of the 4-H Club name or emblem will be received from the Director of Extension Work.

During each year that the authorization is in effect, art work, copy and related plans for each complete calendar and any pertinent changes from the original approved sales and distribution plan, must be submitted to the Director of Extension Work, United States Department of Agriculture, Washington 25, D. C.

B. SUGGESTED STANDARD FOR MAKEUP OF CALENDAR.

1. The main illustration shall be exclusively used on the calendar series authorized. The main illustration and any other illustrations used shall be in keeping with the idealism, spirit and objectives of the 4-H movement.

- (a) In the event the 4-H Club name or emblem is used, such emblem shall be given a position of prominence and shall not be altered from its standard form nor superimposed on any lettering or design.
- (b) All calendar copy must carry a line near the advertisers name indicating that the distribution of the calendar is designed to further the educational program of the 4-H Clubs.

2. Copy, art work, subject matter, and information appearing in or on the calendar shall not in any way imply endorsement of the firm or individual sponsoring the calendar, nor of its products, services or calendar copy by the United States Department of Agriculture, Land Grant Colleges or Extension Service, including the 4-H Clubs, or its representatives.

C. SALES AND DISTRIBUTION POLICIES.

1. It is preferred that calendars be sold to or distributed to purveyors of common necessities such as credit (banks) farm machinery, seeds, fertilizers, groceries, lumber, etc. or through farm organizations, insurance companies, etc.

2. Calendars bearing the 4-H Club name or emblem shall not be sold or distributed through any firm or individual engaged primarily in the manufacture, distribution and sale of liquor or any establishment engaged exclusively in the manufacture, distribution and sale of tobacco products or through any business whose sponsorship might reflect unfavorably on the Extension Service including 4-H Clubs.

3. The Extension Service shall have the privilege of passing at any time upon the general classification and character of firms to whom calendars are sold and calendar manufacturers shall refrain from selling and distributing calendars in any State in which approval for sales and distribution is not given by the State Extension Director.

- (a) To the extent practicable, the State Extension Director shall receive an annual list of sponsors of calendars in his State including the number purchased by each.

4. Calendar manufacturers shall fully inform their promotional, educational and sales representatives regarding the organization, structure, objectives and policies of the Extension Service including the 4-H Club, as they relate to carrying out the intent of this statement.

5. In accordance with regulations, mailing lists of 4-H Club leaders or other cooperators may not be made available to calendar manufacturers and distributors. Representatives of the Extension Service are expressly forbidden from engaging in the sale of calendars.

6. The statement of principle contained in Section I and II hereof also apply to calendars.

